ORDER

Orders Order / Rev: 104122 06831863 Alt Order #: Product Desc: BERKLEY FOR SENATE KSNV 30S Estimate: Flight Dates: 08/07/12 - 08/13/12 Primary AE: Amy McCreary Original Date / Rev: 07/09/12 / 12/03/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Shorr Johnson Magnus Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1831 Chestnut St. Billing Cycle: EOM/EOC Philadelphia, PA 19103 Agency Commission: 15% Advertiser Berkley, Shelley for Senate Name: Demographic: A35+ New Business Thru: **Product Codes:** PLC01 00:05:00 Order Separation: SELECT PRIORITY CODE Priority: Advertiser External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/13/12	55	\$98,350.00	\$83,597.50

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	55	\$98,350.00	\$83,597.50	0.00
Totals	55	\$98,350,00	\$83,597,50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	49%	\$98,350.00
Market	100%	\$200,714.29

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$40,142.86
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$32,114.29
KTUD	0%	\$0.00
KVVU	13%	\$26,092.86
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,014.29

_	Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
-	E 1	KSNV	08/07/12	08/10/12	M-F 5-6a WakeU	pw/Wa@M	5-6a		-TWTF	:30	4	\$400.001	0.00 NM	2	\$800.00
					M-F 5-6a WakeU	p w/Wagners									
		NEWS													
		Star	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rati	<u>ng</u>						
_	W	eek: 08/0	06/12	08/12/12	-TWTF	2	\$400.00	0	.00						

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Order / Rev: 104122 Advertiser: Berkley, Shelley for Senate

Alt Order #: 06831863 Product Desc: BERKLEY FOR SENATE KSNV

Flight Dates: 08/07/12 - 08/13/12 Estimate: 30S

Ln Ch Sta	rt End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV 08/0	7/12 08/10/12	•	-	5-6a	-TWTF	:30	4	\$400.001	0.00 NM	2	\$800.00
NEWS		M-F 5-6a WakeUp v	w/Wagners								
Start Date	End Date	Weekdays S	pots/Week	Rate	Rating						
Week: 08/06/12	08/12/12	-TWTF	2	\$400.00	0.00						
E 2 KSNV 08/1	3/12 08/13/12	M-F 5-6a WakeUp w	-	5-6a	M	:30	1	\$400.001	0.00 NM	1	\$400.00
NEWS		M-F 5-6a WakeUp v	w/vvagners								
Start Date	End Date	Weekdays S	pots/Week	Rate	Rating						
Week: 08/13/12	08/19/12	M	1	\$400.00	0.00			Ф 7 00 004	0.00.104	0	#4 400 00
E 3 KSNV 08/1	3/12 08/13/12	M-F 6-7a WakeUp w M-F 6-7a WakeUp v	-	6-7a	M	:30	2	\$700.001	0.00 NM	2	\$1,400.00
NEWS											
Start Date Week: 08/13/12	End Date 08/19/12	<u>Weekdays</u> <u>S</u> M	pots/Week 2	<u>Rate</u> \$700.00	Rating 0.00						
		M-F 6-7a WakeUp w		6-7a	-TWTF	:30	3	\$700.001	0.00 NM	3	\$2,100.00
	7 . 2 . 3 . 7 2	M-F 6-7a WakeUp v	-	· · ·			ŭ	Ψ. σσ.σσ.	0.00		ψ=,
NEWS	- End Data	Waakdaya C	noto/Mook	Doto	Dating						
<u>Start Date</u> Week: 08/06/12	End Date 08/12/12	<u>Weekdays S</u> -TWTF	pots/Week 3	<u>Rate</u> \$700.00	Rating 0.00						
E 5 KSNV 08/0	7/12 08/10/12	Today Show	СМ	658a-9am	-TWTF	:30	4	\$1,400.001	0.00 NM	4	\$5,600.00
TODAY		Today Show									
Start Date	e End Date	Weekdays S	pots/Week	Rate	Rating						
Week: 08/06/12	08/12/12	-TWTF		\$1,400.00	0.00						
E 6 KSNV 08/1	3/12 08/13/12	•	СМ	658a-9am	M	:30	2	\$1,400.001	0.00 NM	2	\$2,800.00
TODAY		Today Show									
Start Date			pots/Week	Rate	Rating						
Week: 08/13/12 E 7 KSNV 08/13	08/19/12	M NEWS 3 at 4 (1 HO		\$1,400.00 4-5pm	0.00 M	:30	1	\$700.001	0.00 NM	1	\$700.00
L / NOIV 00/1	5/12 00/13/12	4PM NEWS (1 hour	,	(4:00 PM-4:30		.50		ψ700.001	0.00 14101	'	ψ100.00
NEWS	E 15 1			5.	D (
Start Date Week: 08/13/12	End Date 08/19/12	<u>Weekdays</u> <u>S</u> M	pots/Week 1	<u>Rate</u> \$700.00	Rating 0.00						
E 9 KSNV 08/0	7/12 08/11/12	News 3 Olympic Zor	ne CM	7:30-8:00PM	-TWTFS-	:30	5	\$750.001	0.00 NM	5	\$3,750.00
OLY ZONE		News 3 Olympic Zo	ne								
Start Date	End Date	Weekdays S	pots/Week	Rate	Rating						
Week: 08/06/12	08/12/12	-TWTFS-	5	\$750.00	0.00						
E 10 KSNV 08/0	7/12 08/11/12	Olympics Primetime Olympics Primetime		730pm-12am	-TWTFS-	:30	5	\$6,000.001	0.00 NM	5	\$30,000.00
OLY PRIME		Olympics Filmeline	7								
Start Date			pots/Week	Rate	Rating						
Week: 08/06/12	08/12/12	-TWTFS- Olympics Primetime		\$6,000.00 730pm-12am	0.00	:30	2	\$6,000.001	0.00 NM	2	¢12.000.00
LII KSINV 00/1.	2/12 00/12/12	Olympics Primetime		730pm-12am	3	.30	2	φ0,000.00 1	U.UU INIVI	2	\$12,000.00
OLY PRIME				- .	5						
<u>Start Date</u> Week: 08/06/12	End Date 08/12/12	<u>Weekdays</u> <u>S</u>	pots/Week	Rate \$6,000.00	Rating 0.00						
		Olympics Daytime V		4am-6pm	S	:30	4	\$1,700.003	0.00 NM	4	\$6,800.00
OLVDT		Olympics Daytime V	WEEKEND								
OLY DT Start Date	End Date	Weekdays S	pots/Week	Rate	Rating						
Week: 08/06/12	08/12/12	S		\$1,700.00	0.00						
E 14 KSNV 08/1	1/12 08/11/12	Olympics Daytime V		4am-6pm	S-	:30	4	\$1,700.003	0.00 NM	3	\$5,100.00
OLY DT WKE	ND	Olympics Daytime V	WEEKEND								
Start Date	End Date		pots/Week	<u>Rate</u>	Rating						
Week: 08/06/12	08/12/12	S-	4	\$1,700.00	0.00						

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Order / Rev: 104122 Advertiser: Berkley, Shelley for Senate

Alt Order #: 06831863 Product Desc: BERKLEY FOR SENATE KSNV

Flight Dates: 08/07/12 - 08/13/12 Estimate: 30S

Ln Ch	Start	End	Inventory Code		Start/End T	ime Days	Len Sp	ots Rate Pri	Rtg Type	Spots	Amount
E 14 KSNV	08/11/1	2 08/11/12	Olympics Daytim		4am-6pm	S-	- :30	4 \$1,700.003	0.00 NM	3	\$5,100.00
OLY DT	WKENI	1	Olympics Daytim	ie WEEKEND							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08/0		08/12/12	S-		\$1,700.00	0.00					
Spot Ch	Date Ra	inge <u>D</u>	<u>escription</u>	Start	/End Time	,	<u>Weekdays</u>	Length Rate	Rtg Type		
2 KSNV	08/06/12	2-08/12/12 O	lympics Daytime V	<i>Weekend</i> 4am	-6pm		Sa-	:30 (\$1,700.00	9) 0.00 NM		
	edited										
[CR	REDIT-RI	EFUND]									
E 15 KSNV	08/07/1	2 08/10/12	Olympics Daytim	e Week©M	9am-4pm	-TWTF	:30	12 \$1,200.003	0.00 NM	12	\$14,400.00
			Olympics Daytim	ie Weekdays							
OLY DT					_						
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 08/0		08/12/12	-TWTF		\$1,200.00	0.00					
N16 KSNV	08/07/1	2 08/10/12	News 3 Olympic 2		7:30-8:00PM	-TWTF	:30	1 \$750.002	0.00 NM	1	\$750.00
			News 3 Olympic								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 08/0		08/12/12	-TWTF	1	\$750.00	0.00					
N17 KSNV	08/07/1	2 08/10/12	Olympics Daytim		9am-4pm	-TWTF	- :30	2 \$1,200.003	0.00 NM	2	\$2,400.00
			Olympics Daytim	-							
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 08/0		08/12/12	-TWTF		\$1,200.00	0.00					
N19 KSNV	08/07/1	2 08/10/12	M-F 5-6a WakeU		5-6a	-TWTF	1:00	1 \$800.001	0.00 NM	1	\$800.00
NEWO			M-F 5-6a WakeL	Jp w/Wagners							
NEWS		.		0	Б.,	5 .:					
	rt Date	End Date	<u>Weekdays</u> -TWTF	Spots/Week	Rate	Rating					
Week: 08/0		08/12/12		1	\$800.00	0.00	4.00	4 04 400 004	0.00 NIM	_	#4 400 00
N20 KSNV	08/07/1	2 08/10/12	M-F 6-7a WakeU		6-7a	-TWTF	1:00	1 \$1,400.001	0.00 NM	1	\$1,400.00
NEWS			M-F 6-7a WakeL	p w/wagners							
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08/0		08/12/12	-TWTF		\$1,400.00	0.00					
N21 KSNV				CM	658a-9am	-TWTF	- 1:00	2 \$2,800.001	0.00 NM	2	\$5,600.00
NZI KONV	00/01/1	2 00/10/12	Today Show	Olvi	0000 00111	1 00 1 1	1.00	2 ψ2,000.001	0.00 14101	_	ψ5,000.00
TODAY			roday Crion								
Star	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 08/0		08/12/12	-TWTF		\$2,800.00	0.00					
N22 KSNV	08/09/1	2 08/09/12	Wake Up Early w	/Wagn@M	430a-5a	T	- :30	1 \$150.002	0.00 NM	1	\$150.00
			Wake Up Early V	-				,			,
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08/0		08/12/12	T	1	\$150.00	0.00					
			M-F 6-7a WakeU	p w/WacM	6-7a	M	1:00	1 \$1,400.001	0.00 NM	1	\$1,400.00
			M-F 6-7a WakeL			* *		,	2.20	•	Ţ.,. 00.00
NEWS				. 5							
<u>Star</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 08/		08/19/12	M	1	\$1,400.00	0.00					
									Totals	55	\$98,350.00